

News Release

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ASICS CORPORATION SIGNS IRONMAN CHAMPION PETE JACOBS

Global sports brand ASICS today announced that Ironman triathlete and 2011 Ironman World Championship runner up, Pete Jacobs, has signed on as an ambassador. Renowned for being one of the world's leading high performance footwear and apparel brand, ASICS will support Jacobs in a multiyear deal as he trains and races in his quest for his ultimate goal of winning the Ironman World Championships in Kona, Hawaii.



The sponsorship will see Pete Jacobs using ASICS footwear and apparel exclusively for training and racing throughout the coming seasons. Jacobs will wear the Onitsuka Tiger range of lifestyle and casual footwear and apparel when not training.

Jacobs is currently enjoying his off season following a successful 2011 of racing where he once again posted the fastest run split amidst the lava fields of Kona on his way to a 2nd place finish. Jacobs spoke from his Sydney home "I am always in close contact with my management about wanting to work with the best in the business when it comes to all my sponsors. ASICS has a long history of producing the highest quality performance footwear and apparel so it was a very easy decision for me to enter a working partnership with them. They have such a wide range of quality product so I'll have plenty of options on and off the race course."

"ASICS has a great track record in triathlon with the athletes we have worked with over the years. We've seen ASICS worn to victory in triathlon for Commonwealth games, world championships and of course the Olympics in triathlon. We've

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admired Pete's progression in the sport and are extremely pleased to help him towards more victories including a world championship title." said Sam Chew, Marketing Manager, ASICS OCEANIA.

"ASICS is honored to have such a rising star like Jacobs added to our growing roster of triathletes," says ASICS America Promotions Manager of Running Athletes, Annie Adams. "Jacobs shows all signs of to becoming a World Champion and we hope to help him achieve that goal."

Jacobs will commence his 2012 season in Australia as he takes on the Geelong multi sport festival in Victoria.

